1 of 3

Traffic Order#

Ver#

9800222

Status New

Last Received:

08/22/2012 9:18 AM 08/21/2012 4:45 PM

Printed: **Showing Buylines:** All Lines

WKRC-TV CINCINNATI, OH Station

) POLITICAL ISSUE GROU Advertiser CROSSROADS GPS

Product Estimate#

ANNE BRAUNSCHEIDEL Buyer

Phone# Fax#

Rep Order#

EĈ'd No

1270

) MENTZER MEDIA SERVICES Agency (

600 FAIRMOUNT AVE, SUITE 306 TOWSON, MD 21286

Agency C/P1/P2/E //1270

08/23/2012 - 08/29/2012 Flight Dates

Hiatus Weeks

Rep Firm

) WASHINGTON Sales Office (

) ALEXANDRA BRADLEY Salesperson (

202-955-5342 Salesperson Phone# Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	 TH-F	3P-4P	DEAL	Pa	:30	s600.00	08/23-08/24	2	1	2	\$1,200.00	
	2	TH-F	430P-5P	NEWS	P1	:30	s1,500.00	08/23-08/24	2	1	2	\$3,000.00	
	3	TH-F	5P-530P	NEWS	P1	:30	s1,600.00	08/23-08/24	2	1	2	\$3,200.00	
	4	TH-F	6P-630P	NEWS	R	:30	s1,800.00	08/23-08/24	2	1	2	\$3,600.00	
	5	TH-F	7P-730P	NEWS	P2	:30	s1,40C.00	08/23-08/24	2	1	2	\$2,800.00	
	6	TH-F	730P-8P	ET	Pa	:30	s1,400.00	08/23-08/24	2	1	2	s2,800.00	
	7	TH-F	1135P- 1235A	LETTERMAN	Pa	:30	s750.00	08/23-08/24	2	1	2	\$1,500.00	
	8	TH-SU	11P-1135	P NEWS	Pa	:30	s1,900.00	08/23-08/26	4	1	4	\$7,600.0C	
	9	TH	10P-11P	MENTALIST	Pa ·	:30	s5,000.00	08/23-08/23	2	1	2	\$10,000.00	
	10	SU	1030A-11	A FACE NATION	67	:30	s1,100.00	08/26-08/26	1	1	1	\$1,100.00	
	11	SU	630P-7P	NEWS	63	:30	\$850.00	08/26-08/26	1	1	1	\$850.00	

Last Received: 08/21/2012 4:45 PM EC'd No Showing Buylines: All Lines) MENTZER MEDIA SERVICES Rep Firm Station WKRC-TV CINCINNATI, OH Agency (Sales Office () WASHINGTON 600 FAIRMOUNT AVE, SUITE 306) POLITICAL ISSUE GROU Advertiser Salesperson () ALEXANDRA BRADLEY CROSSROADS GPS TOWSON, MD 21286 Product Agency C/P1/P2/E //1270 1270 Estimate# 202-955-5342 Salesperson Phone# Flight Dates 08/23/2012 - 08/29/2012 ANNE BRAUNSCHEIDEL Buyer Salesperson FAX# 202-955-5348 Hiatus Weeks Phone# Fax# Spots/Week # of Total Total Cost Daypart Dates Len Rate Program LT Ln Day Time Weeks Spots ____ _____ Pa 1 2 \$8,000.00 08/26-08/26 \$4,000.00 60 MIN :30 SU 7P-8P 12 1 2 \$6,400.00 08/26-08/26 :30 s3,200.00 SU 10P-11P MENTALIST 13 3 \$1,800.00 08/27-08/29 1 :30 s600.00 M-VI3P-4P DEAL 14 3 \$4,500.00 1 s1,500.00 08/27-08/29 :30 430P-5P NEWS 15 M-W\$4,800.00 3 08/27-08/29 3 1 :30 S1,600.00 5P-530P NEWS M-W16 Pa \$5,400.00 3 3 1 08/27-08/29 :30 S1,800.00 6P-630P NEWS 17 M-VI3 \$4,200.00 3 1 08/27-08/29 :30 S1,400.00 INSIDE M-VI7P-730P 18 1 3 \$4,200.00 08/27-08/29 3 :30 \$1,400.00 730P-8P ET 19 M-MPa 5 1 5 \$3,750.00 s750.00 08/27-08/29 :30 M-M1135P-LETTERMAN 20 1235A 3 1 3 \$5,700.00 08/27-08/29 S1,900.00 :30 M-VI11P-1135P NEWS 21 2 \$7,000.00 1 s3,500.00 08/28-08/28 :30 TU 10P-11P MENTALIST 22 \$5,500.00 1 1 1 :30 \$5,500.00 08/29-08/29 CRIM MINDS 23 W 9P-10P

:30

\$5,000.00

Traffic Order#

Status New

Ver# 1

2 of 3

1

1

\$5,000.00

08/22/2012 9:19 AM

Printed:

08/29-08/29

1

24

Report Totals: 56 / \$103,900.00

M

10P-11P

CSI

9800222

Rep Order#

 Rep Order#
 9800222
 Ver#
 1
 Status
 New
 Traffic Order#
 Printed:
 08/22/2012 9:19 AM
 3 of
 3

 EC'd
 No
 Last Received:
 08/21/2012 4:45 PM

Showing Buylines: All Lines

Station WKRC-TV CINCINNATI, OH Agency () MENTZER MEDIA SERVICES Rep Firm

Station WRC-1V CINCINNATI, OH Agency (VINCINNATI, OH Agency (No. 1) Concentration (No. 1

 Product
 CROSŚROADS GPS
 TOWSON, MD 21286

 Estimate#
 1270
 Agency C/P1/P2/E
 //1270

Phone# Hiatus Weeks
Fax#

---SALES MONTHLY TOTALS---

Aug 12: 26 / \$52,050.00 Sep 12: 30 / \$51,850.00

Sales Totals: 56 / \$103,900.00
Station Totals: 56 / \$103,900.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$232,907 CABL 0% EKRC 0% UNKN 0% WBQC 0% WCPC 29%

WKRC 44% WLWT 17% WSTR 0% WXIX 7%

Books null Demos RA35+

Spot Manager: All, 08/23/12-08/29/12



Order Product Descripti Estimate # Priority Spot# AE Ad-ID Inv. Code (Booked) Time Period Rate Date Weekday | Air Time | Length Advertiser: Crossroads Grass Root Political Agency: Mentzer Media Services Station: WKRC-TV Order: 50965 Line: 1 1270 P-2 1 MWASH 3:00 PM-4:00 PM CROSSROADS GPS \$600.00 Let's Make a Deal Thursday3:58:32 PM :30 08/23/12 1270 P-2 2 MWASH **CROSSROADS GPS** :30 \$600.00 Let's Make a Deal 3:00 PM-4:00 PM 08/24/12 Friday 2 \$1,200.00 Line: 2 P-1 1 MWASH 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PCROSSROADS GPS 1270 08/23/12 Thursday1:35:16 PM :30 \$1,500.00 1270 P-1 2 MWASH 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PCROSSROADS GPS 08/24/12 Friday :30 \$1,500.00 2 \$3,000.00 Line: 3 5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PCROSSROADS GPS P-1 2 MWASH 1270 \$1,600.00 Thursday5:04:48 PM :30 08/23/12 P-1 1 MWASH 5p Local 12 News at Fiv(5:00:00 PM-5:30:00 PCROSSROADS GPS 1270 08/24/12 :30 \$1,600.00 Friday 2 \$3,200.00 Line: 4 P-2 1 MWASH CROSSROADS GPS 1270 6p Local 12 News at Six 6:00 PM-6:30 PM \$1,800.00 08/23/12 Thursday3:05:34 PM :30 P-2 2 MWASH CROSSROADS GPS 1270 6p Local 12 News at Six 6:00 PM-6:30 PM :30 \$1,800.00 08/24/12 Friday 2 \$3,600.00 ALL SAME AND A SAME Line: 5 P-2 CROSSROADS GPS 1270 2 MWASH 7:00 PM-7:30 PM Thursday':10:57 PM :30 \$1,400.00 M-F 7p-730p 08/23/12 P-2 1 MWASH 1270 **CROSSROADS GPS** M-F 7p-730p 7:00 PM-7:30 PM 08/24/12 Friday :30 \$1,400.00 \$2,800.00 Line: 6 P-2 1 MWASH 7:30 PM-8:00 PM **CROSSROADS GPS** 1270 M-F 730p-8p 08/23/12 Thursday7:35:15 PM :30 \$1,400.00 P-2 1270 2 MWASH M-F 730p-8p 7:30 PM-8:00 PM **CROSSROADS GPS** :30 \$1,400.00 08/24/12 Friday 2 \$2,800.00 Line: 7 1270 P-2 1 MWASH 11:35 PM-12:35 XM **CROSSROADS GPS** :30 \$750.00 Letterman 08/24/12 Friday 1270 P-2 2 MWASH **CROSSROADS GPS** \$750.00 Letterman 11:35 PM-12:35 XM :30 08/24/12 Friday 2:23:30 XM \$1,500.00 100 Line: 8 P-2 1270 1 MWASH 11p M-Su Local 12 New 11:00 PM-11:35 PM CROSSROADS GPS \$1,900.00 Thursday1:34:15 PM :30 08/23/12 P-2 4 MWASH 1270 \$1,900.00 11p M-Su Local 12 New 11:00 PM-11:35 PM **CROSSROADS GPS** 08/24/12 :30 Friday 1270 P-2 2 MWASH CROSSROADS GPS :30 \$1,900.00 11p M-Su Local 12 New 11:00 PM-11:35 PM 08/25/12 Saturday P-2 3 MWASH 1270 11p M-Su Local 12 New 11:00 PM-11:35 PM CROSSROADS GPS :30 \$1,900.00 08/26/12 Sunday 4 \$7,600.00 Line: 9 CROSSROADS GPS 1270 P-2 2 MWASH 10:00 PM-11:00 PM \$5,000.00 Thu Reg 3 08/23/12 Thursday):28:15 PM :30 1270 P-2 1 MWASH 10:00 PM-11:00 PM **CROSSROADS GPS** 08/23/12 Thursday):43:30 PM Thu Reg 3 :30 \$5,000.00 2 \$10,000.00 Line: 10

WIDE DRBIT

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/23/12-08/29/12



Order Product Descripti Estimate # Priority Spot# AE Rate Ad-ID Inv. Code (Booked) Time Period Weekday Air Time Length Date Advertiser: Crossroads Grass Root Political Agency: Mentzer Media Services Station: WKRC-TV Order: 50965 Line: 10 **CROSSROADS GPS** 1270 P-1 1 MWASH 10:30 AM-11:00 AM Face the Nation :30 \$1,100.00 08/26/12 Sunday \$1,100.00 Line: 11 P-2 1 MWASH 1270 **CROSSROADS GPS** 630p Local 12 News Su 6:30 PM-7:00 PM \$850.00 :30 08/26/12 Sunday \$850.00 Line: 12 1 MWASH 1270 P-2 7:00 PM-8:00 PM **CROSSROADS GPS** Sun Reg 1 :30 \$4,000.00 08/26/12 Sunday 2 MWASH P-2 **CROSSROADS GPS** 1270 7:00 PM-8:00 PM Sun Reg 1 :30 \$4,000.00 08/26/12 Sunday 2 \$8,000.00 Line: 13 P-2 2 MWASH 1270 CROSSROADS GPS 10:00 PM-11:00 PM \$3,200.00 Sun Reg 4 :30 08/26/12 Sunday P-2 1 MWASH CROSSROADS GPS 1270 10:00 PM-11:00 PM :30 \$3,200.00 Sun Reg 4 08/26/12 Sunday 2 \$6,400.00 Line: 14 P-2 1 MWASH 1270 3:00 PM-4:00 PM CROSSROADS GPS :30 \$600.00 Let's Make a Deal 08/27/12 Monday P-2 2 MWASH 1270 3:00 PM-4:00 PM CROSSROADS GPS Let's Make a Deal :30 \$600.00 08/28/12 Tuesday 3 MWASH P-2 CROSSROADS GPS 1270 Let's Make a Deal 3:00 PM-4:00 PM :30 \$600.00 08/29/12Wednesday 3 \$1,800.00 TOTAL COLOR Line: 15 1 MWASH 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PCROSSROADS GPS 1270 P-1 \$1,500.00 08/27/12 Monday :30 P-1 2 MWASH 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PCROSSROADS GPS 1270 :30 \$1,500.00 08/28/12 Tuesday 3 MWASH 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PCROSSROADS GPS P-1 1270 \$1,500.00 :30 08/29/12Wednesday 3 \$4,500.00 Line: 16 1270 P-1 2MWASH 5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PCROSSROADS GPS :30 \$1,600.00 08/27/12 Monday 3 MWASH 5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PCROSSROADS GPS 1270 P-1 :30 \$1,600.00 Tuesday 08/28/12 P-1 1 MWASH 5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PCROSSROADS GPS 1270 08/29/12Wednesday :30 \$1,600.00 - 3 \$4,800.00 of the act Line: 17 2 MWASH P-2 1270 6p Local 12 News at Six 6:00 PM-6:30 PM CROSSROADS GPS \$1,800.00 :30 08/27/12 Monday 1 MWASH 1270 P-2 6p Local 12 News at Six6:00 PM-6:30 PM CROSSROADS GPS \$1,800.00 :30 08/28/12 Tuesday 3 MWASH P-2 CROSSROADS GPS 1270 6p Local 12 News at Six6:00 PM-6:30 PM :30 \$1,800.00 08/29/12Wednesday \$5,400.00 Line: 18 P-2 3 MWASH 1270 CROSSROADS GPS 7:00 PM-7:30 PM M-F 7p-730p 08/27/12 :30 \$1,400.00 Monday 1 MWASH 1270 P-2 **CROSSROADS GPS** 7:00 PM-7:30 PM M-F 7p-730p \$1,400.00 08/28/12 Tuesday :30 2 MWASH P-2 **CROSSROADS GPS** 1270 7:00 PM-7:30 PM M-F 7p-730p :30 \$1,400.00 08/29/12Wednesday \$4,200.00

WIDE ORBIT

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/23/12-08/29/12



ot Manager: All, Uolzal	12-00							
Date Weekday Air Time	Length	Rate Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descrip	ti Estimate	# Priority	Spot# AE
ertiser: Crossroads Grass Root Political								
Agency: Mentzer Media Services								
Station: WKRC-TV								
Order: 50965								
Line: 19								
08/27/12 Monday	:30	\$1,400.00	M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	2 MWAS
08/28/12 Tuesday	:30	\$1,400.00	M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	1 MWAS
08/29/12Wednesday	:30	\$1,400.00	M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	3 MWAS
		\$4,200.00	a data da esta esta en	State and the			one Park	3
Line: 20								
08/27/12 Monday	:30	\$750.00	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	4 MWAS
08/27/12 Monday	:30	\$750.00	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	1 MWAS
08/28/12 Tuesday	:30	\$750.00	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	2 MWAS
08/29/12Wednesday	:30	\$750.00	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	3 MWA
08/29/12Wednesday	:30	\$750.00	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	5 MWA
	Max F	\$3,750.00				5.		5
Line: 21								
08/27/12 Monday	:30	\$1,900.00	11p M-F Local 12 No	ews 11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	2 MWA
08/28/12 Tuesday	:30	\$1,900.00	11p M-F Local 12 No	ews 11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	1 MWA
08/29/12Wednesday	:30	\$1,900.00	11p M-F Local 12 No	ews 11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	3 MWA
	7	\$5,700.00				de Care	la de la companya de la L	3
Line: 22								
08/28/12 Tuesday	:30	\$3,500.00	Tue Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	1 MWA
08/28/12 Tuesday	:30	\$3,500.00	Tue Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	2 MWA
00,20,12	\$ 14 C	\$7,000.00	1 - MR 19 4 - 15 - 16 - 1				44.44	2
Line: 23	s),	January 1						
08/29/12Wednesday	:30	\$5,500.00	Wed Reg 2	9:00 PM-10:00 PM	CROSSROADS GPS	1270	P-2	1 MWA
		\$5,500.00			According to the second			1
1: 24		4 5,555.55						
Line: 24	:30	\$5,000.00	Wed Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	1 MWA
08/29/12Wednesday	.3U	\$5,000.00	Wed Roy o	. 5,55				1
							J 145	56
	And the second second second	\$103,900.00				200 X (100 A)		56
Commence of the August Manager of the State		\$103,900.00						The state of the s
Track and argumental actions		\$103,900.00						56
	7.31 m U	\$103,900.00			. A. 45. 44.		14.77	56
		\$103,900.00						56

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